SMARMTSCAPE Annual Report

July 1, 2020 – June 30, 2021

Submitted by: Kirti Mathura and Dr. Edward C. Martin

Maricopa County Cooperative Extension

June 30, 2021

THE UNIVERSITY OF ARIZONA Cooperative Extension Maricopa County

Smartscape Program Annual Report

1. Program Summary Statement

The Smartscape program continued to respond and adapt to COVID-19 conditions. The Fall 2020 and Spring 2021 Smartscape, and the 2021 Advanced Smartscape: Irrigation courses were presented online via Zoom. Instructors were still able to deliver quality information and participants received all the materials that complement each class. Pima Smartscape administered the Fall Smartscape exam online, via a system they purchased. Maricopa Advanced Smartscape: Irrigation hosted Pima participants to allow Pima Smartscape to concurrently run a new program they launched. These are examples of the strengthened collaboration and support between the programs of the two counties. Unfortunately, instructors felt that we could not deliver a quality training experience for the 2020 Advanced Smartscape: Irrigation course online, and we had to cancel the course (previously rescheduled for November 2020). The 2021 Spanish Smartscape course offered in May was the first in-person training since the beginning of the pandemic. The course ran successfully, with modifications in compliance with University of Arizona COVID-19 protocol designed to keep everyone safe.

Branding developed by our sponsors allowed formatting cohesion in Smartscape materials such as course flyers, presentations, and other items.

Maricopa County Smartscape plans to launch a new Advanced Smartscape: Plant Identification & Maintenance course in the coming year. It will be offered in both English and Spanish.

The Smartscape program strives to provide students with the essential skills and knowledge to plan, create, and care for water-efficient landscapes. Conditions this past year provided opportunity to showcase the program’s commitment to this goal, and ability to adapt and innovate to maintain educational opportunities for our audience.
The program continues to hold a recognized and prominent place within the green industry in the greater Phoenix metropolitan area.

2. Program Impact Numbers Summary

Smartscape Impact Numbers Summary
July 1, 2020 – June 30, 2021

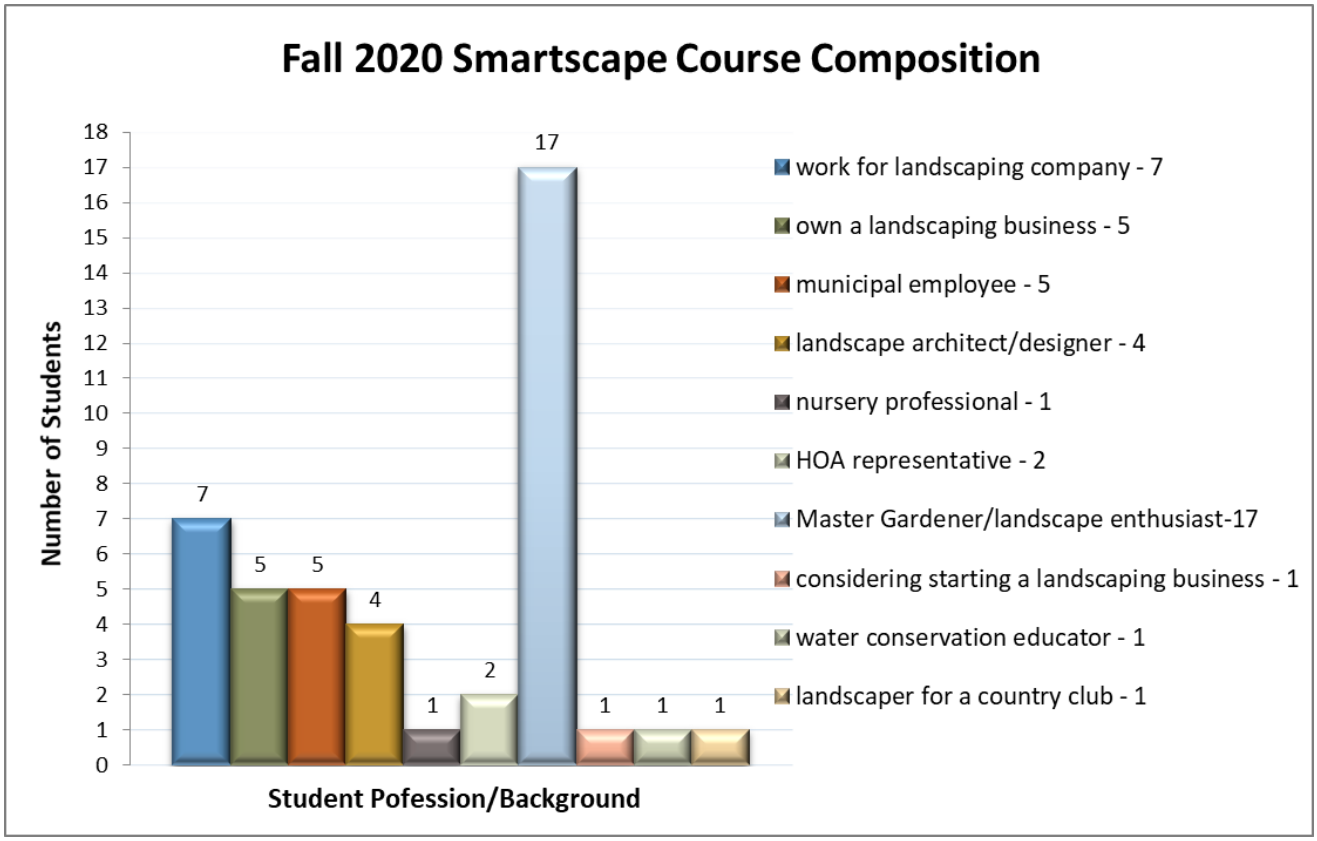
NAME OF COURSE	Dates	Total Instructional Hours	Percent Successfully Completed	Total Number of Certificates
Smartscape (10 classes)	July/Aug 2020	30	91%	42
Smartscape (10 classes)	Feb/Mar 2021	30	78%	35
Smartscape en Español (10 classes)	May/June2021	30	33%	9
Advanced Irrigation (3 classes)	April 2021	18	76%	16
TOTAL		**108**	**73%**	**102**

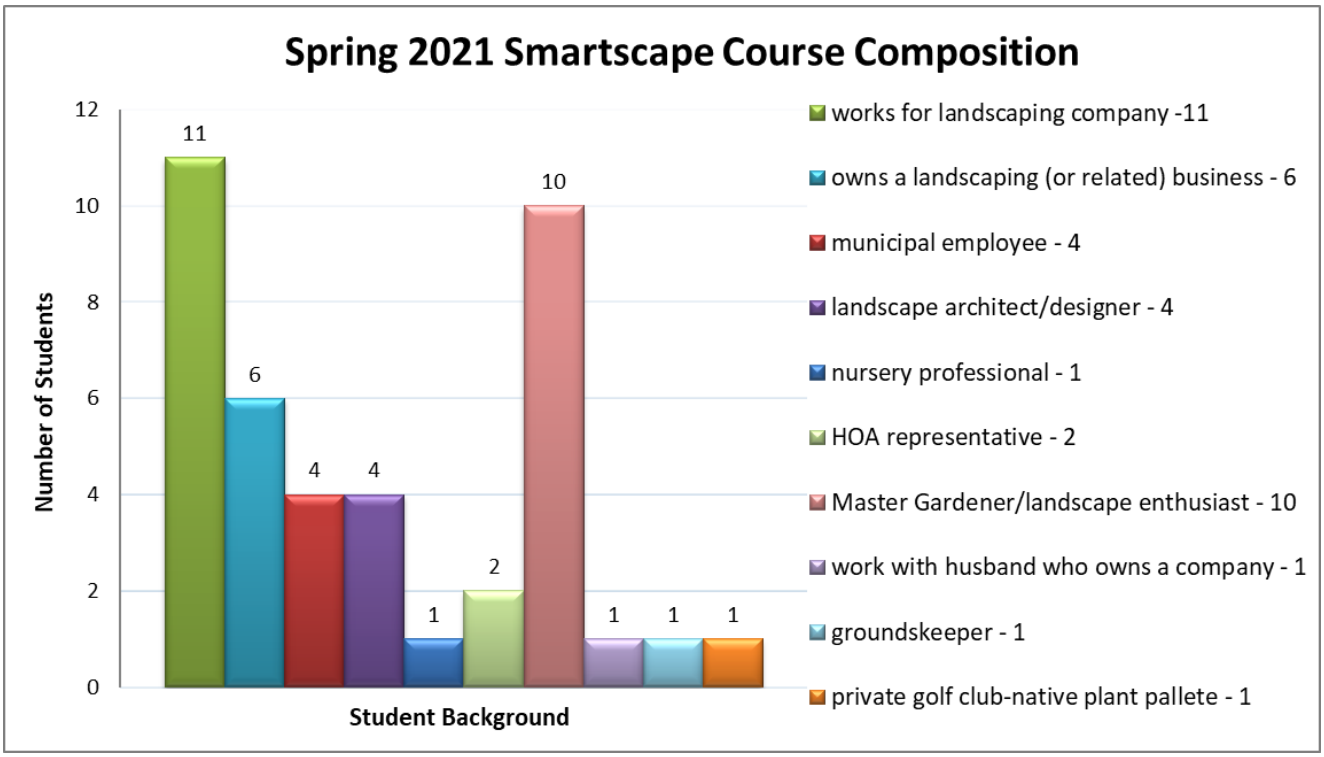
3. Smartscape Program Graduate Numbers

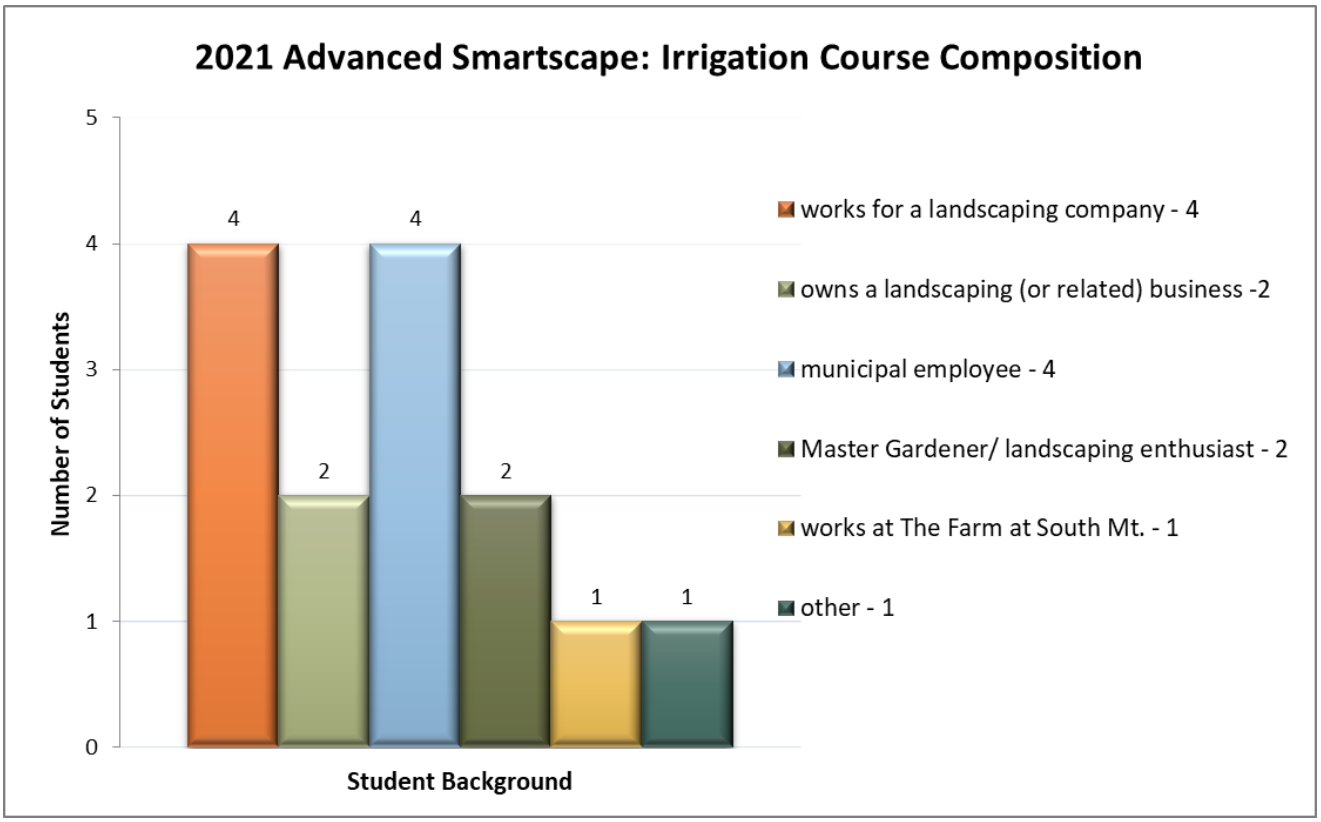
Year	Course	Graduates
1994 - 2001	Smartscape	**489**
2002	Smartscape	**41**
2003	Smartscape	**45**
2004	Smartscape	**33**
2005	Smartscape	**45**
2006	Smartscape	**44**
2007	Smartscape	**18**
2008	Smartscape	**50**
2009	Smartscape	**40**
2010		**94**
	Smartscape - Spring	55
	Smartscape - Fall	39
2011		**131**
	Smartscape - Spring	48
	Smartscape - Fall	45
	Advanced Irrigation	38
2012		**125**
	Smartscape - Spring	60
	Smartscape - Fall	38
	Advanced Irrigation	27
2013		**105**
	Smartscape - Spring	39
	Smartscape - Fall	40
	Advanced Irrigation	26
2014		**107**
	Smartscape - Spring	43
	Smartscape - Fall	30
	Advanced Irrigation	34
2015		**137**
	Smartscape - Spring	52
	Smartscape - Fall	48
	Advanced Irrigation	37
2016		**142**
	Smartscape - Spring	45
	Smartscape - Fall	46
	Advanced Irrigation	51
2017		**131**
	Smartscape - Spring	48
	Smartscape - Fall	42
	Advanced Irrigation	41
2018		**160**
	Smartscape - Spring	43
	Smartscape - Fall	**45**
	Spanish Smartscape	**23**
	Advanced Irrigation	49
2019		**142**
	Smartscape - Spring	52
	Smartscape - Fall	46
	Spanish Smartscape	13
	Advanced Irrigation	31
2020		**81**
	Smartscape - Spring	39
	Smartscape - Fall	42
	Spanish Smartscape	
	Advanced Irrigation	
2021		**60**
	Smartscape - Spring	35
	Spanish Smartscape	9
	Advanced Irrigation	16
Total Program Graduates to Date:		**2220**

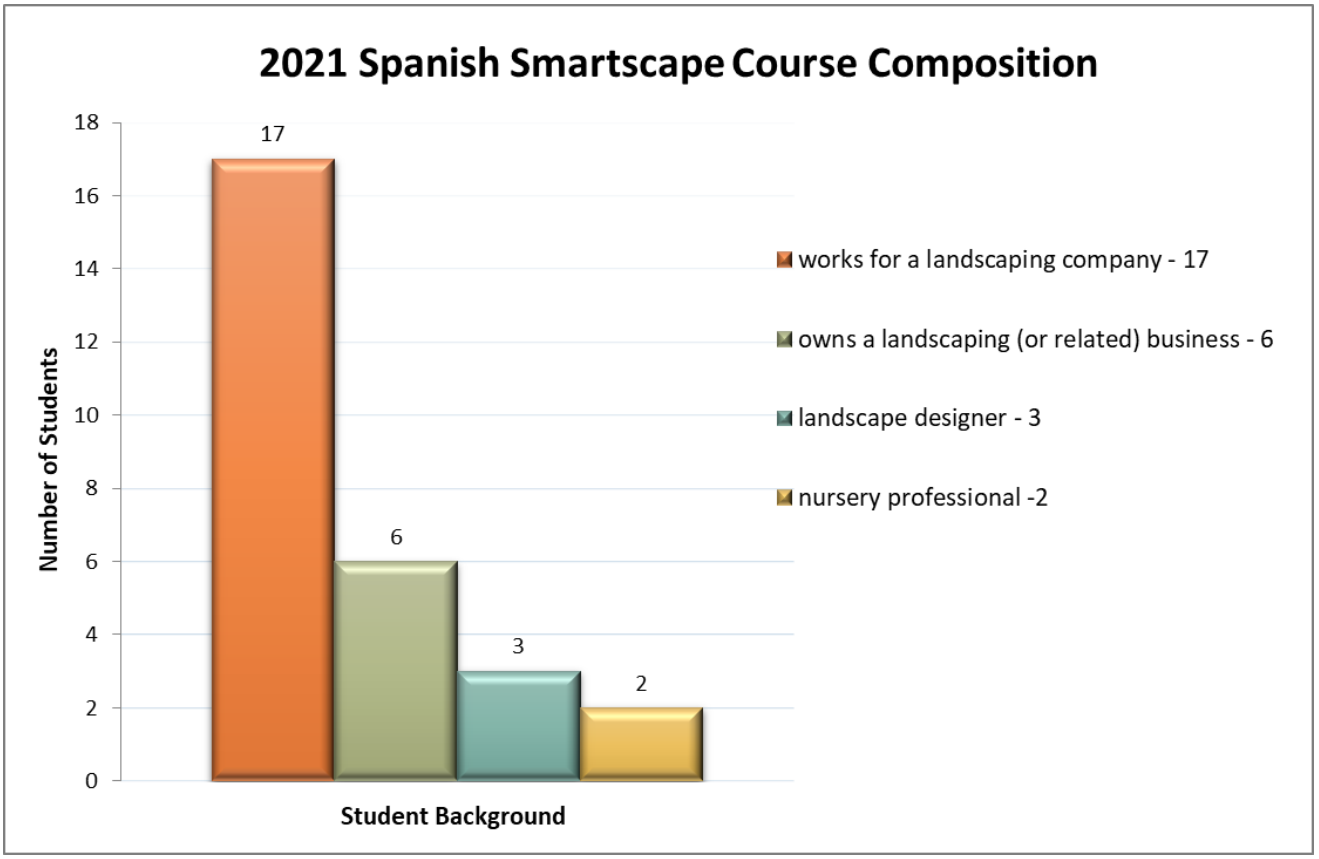
4. Community Impact

Who we are reaching within the landscape industry

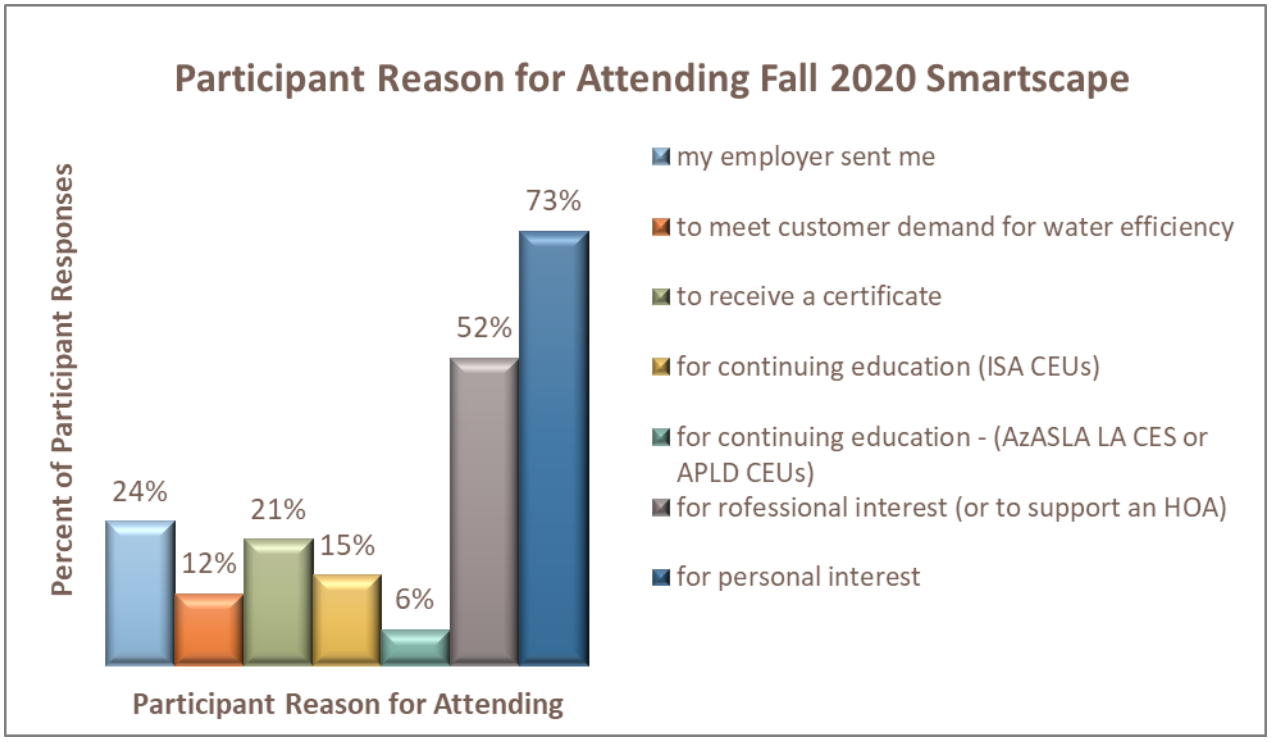


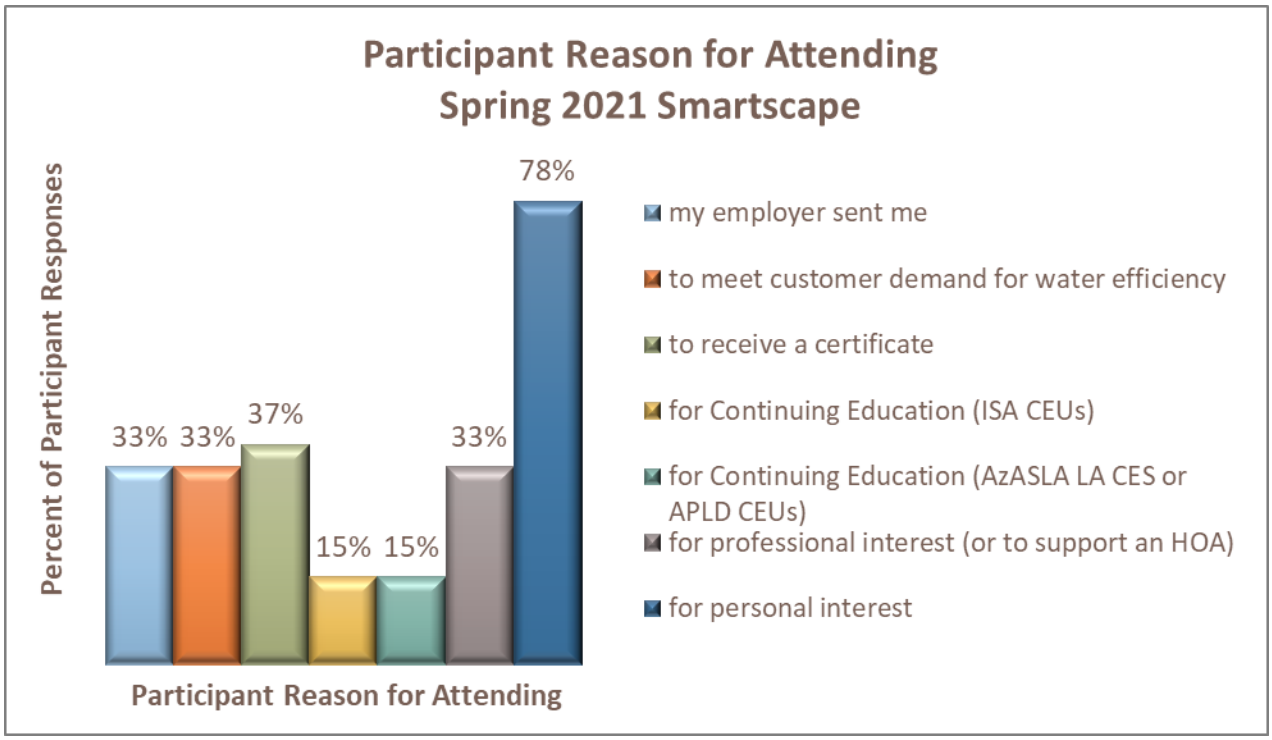


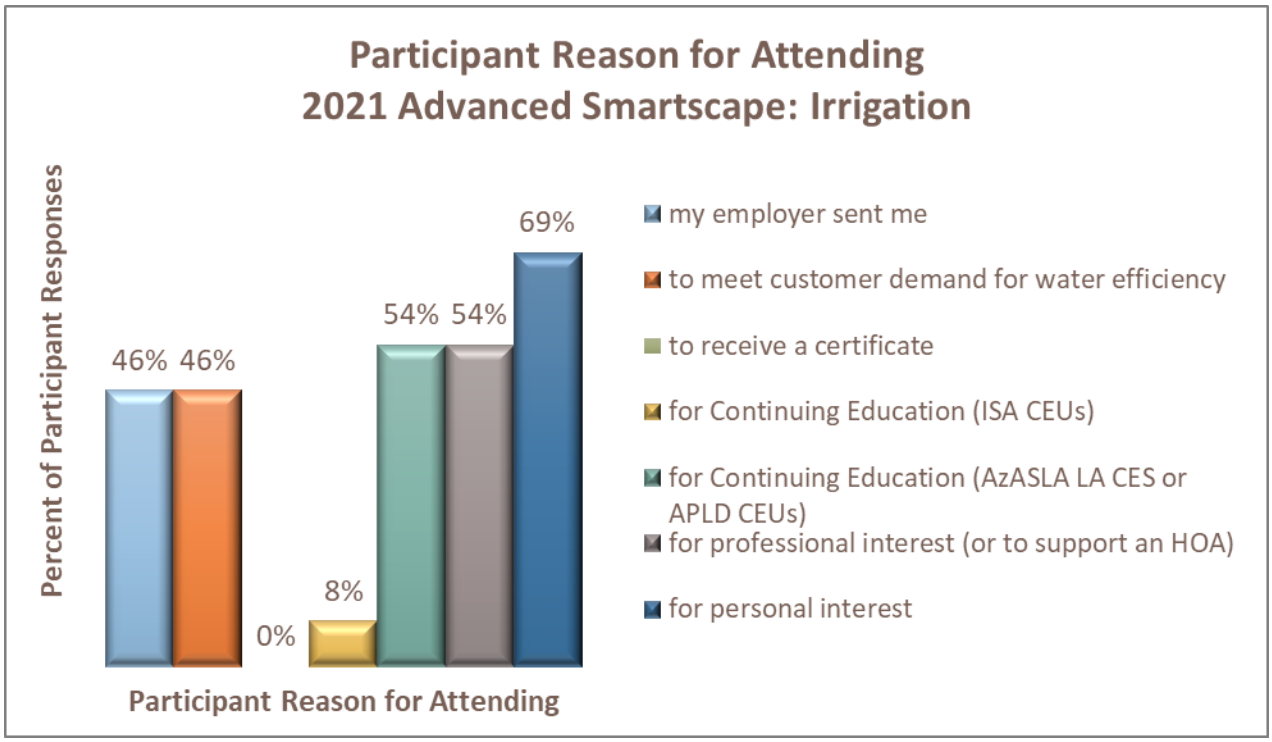

2021 Advanced Smartscape: Irrigation Course Composition
Number of Students
Student Background
0
1
2
3
4
5
4
2
4
2
1
1
works for a landscaping company - 4
owns a landscaping (or related) business -2
municipal employee - 4
Master Gardener/ landscaping enthusiast - 2
works at The Farm at South Mt. - 1
other - 1

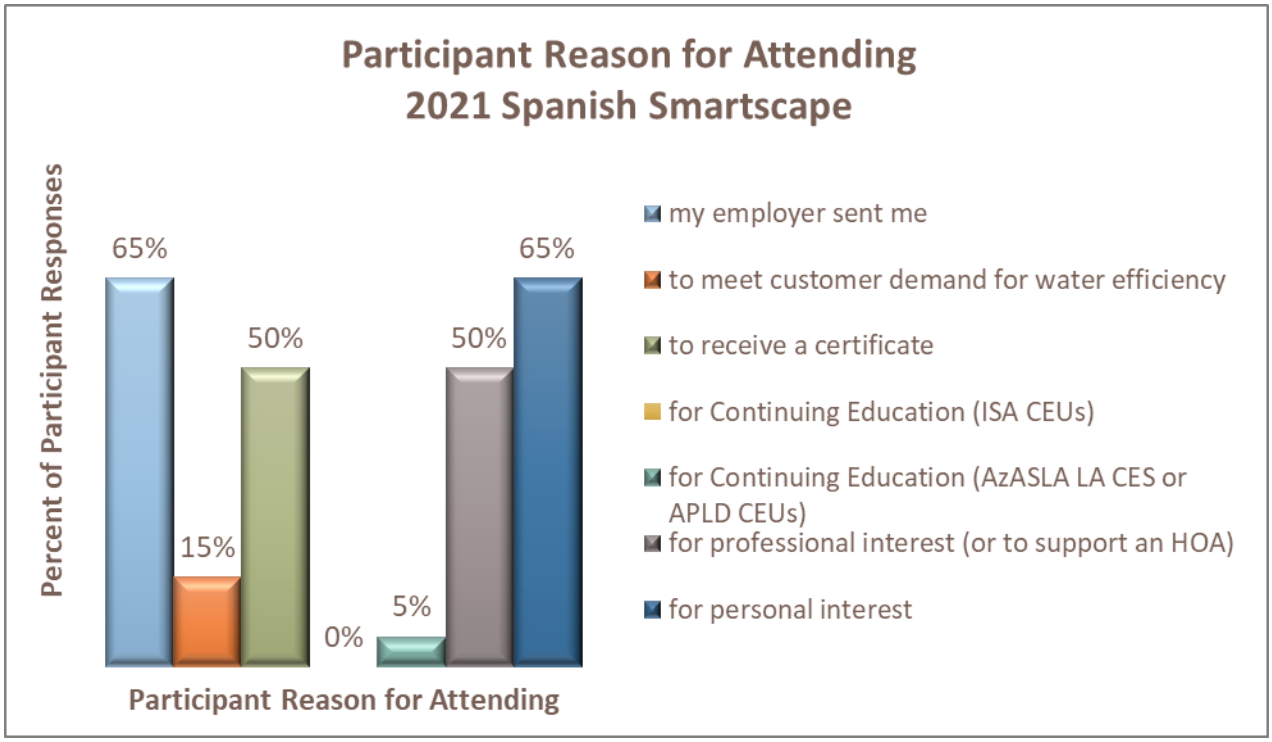

2021 Spanish Smartscape Course Composition
Number of Students
Student Background
0
2
4
6
8
10
12
14
16
18
17
6
3
2
works for a landscaping company - 17
owns a landscaping (or related) business - 6
landscape designer - 3
nursery professional -2

Why the participants attended the course

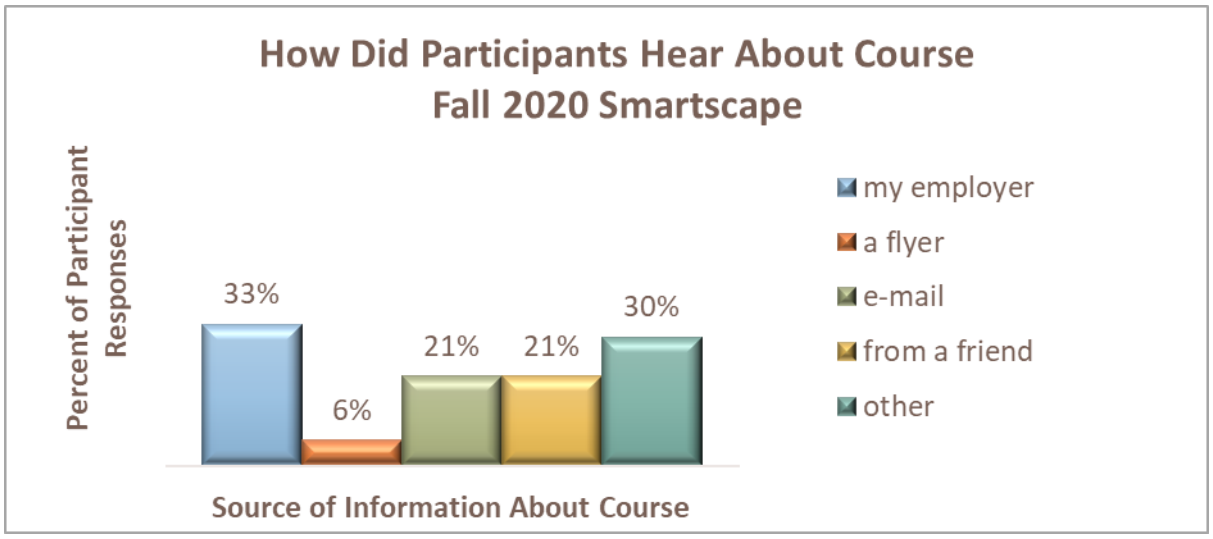


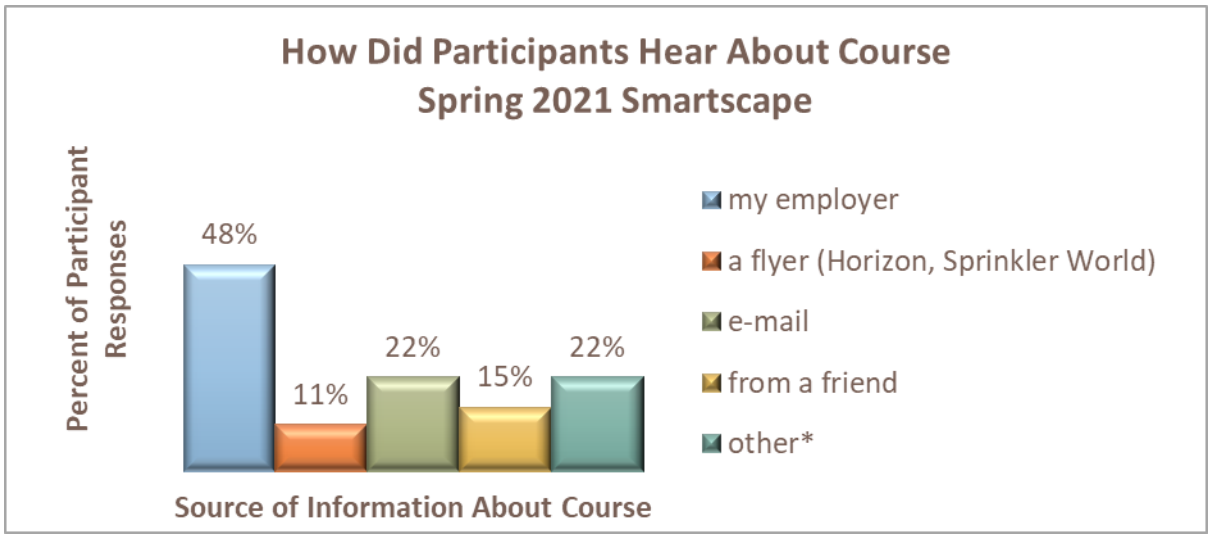



Participant Reason for Attending
2021 Advanced Smartscape: Irrigation
Percent of Participant Responses
46%
46%
0%
8%
54%
54%
69%
Participant Reason for Attending
my employer sent me
to meet customer demand for water efficiency
to receive a certificate
for Continuing Education (ISA CEUs)
for Continuing Education (AzASLA LA CES or APLD CEUs)
for professional interest (or to support an HOA)
for personal interest

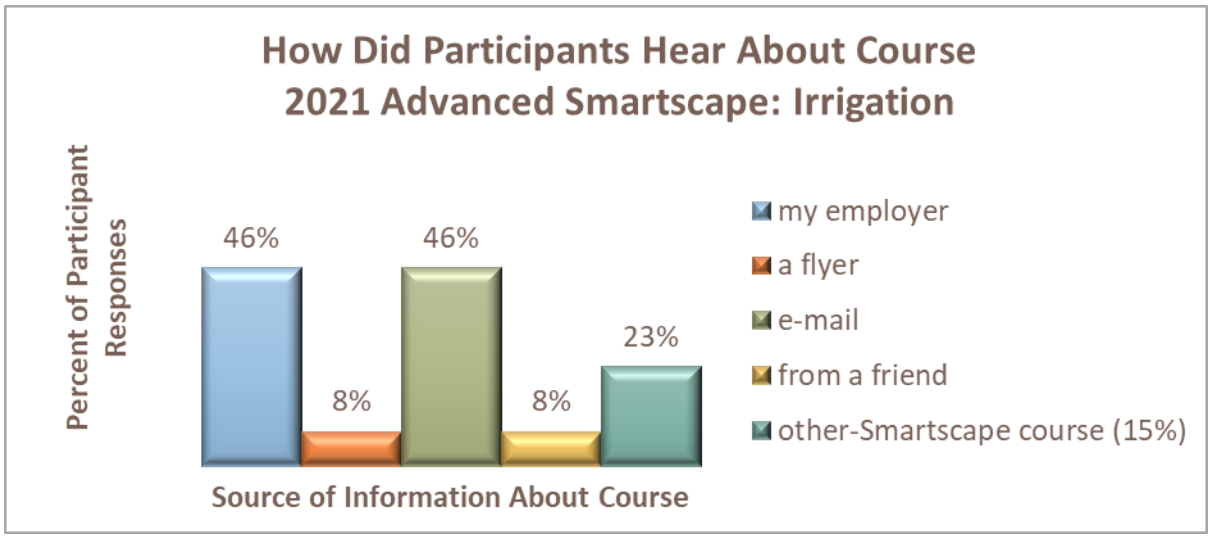

Participant Reason for Attending
2021 Spanish Smartscape
Percent of Participant Responses
65%
15%
50%
0%
5%
50%
65%
Participant Reason for Attending
my employer sent me
to meet customer demand for water efficiency
to receive a certificate
for Continuing Education (ISA CEUs)
for Continuing Education (AzASLA LA CES or APLD CEUs)
for professional interest (or to support an HOA)
for personal interest

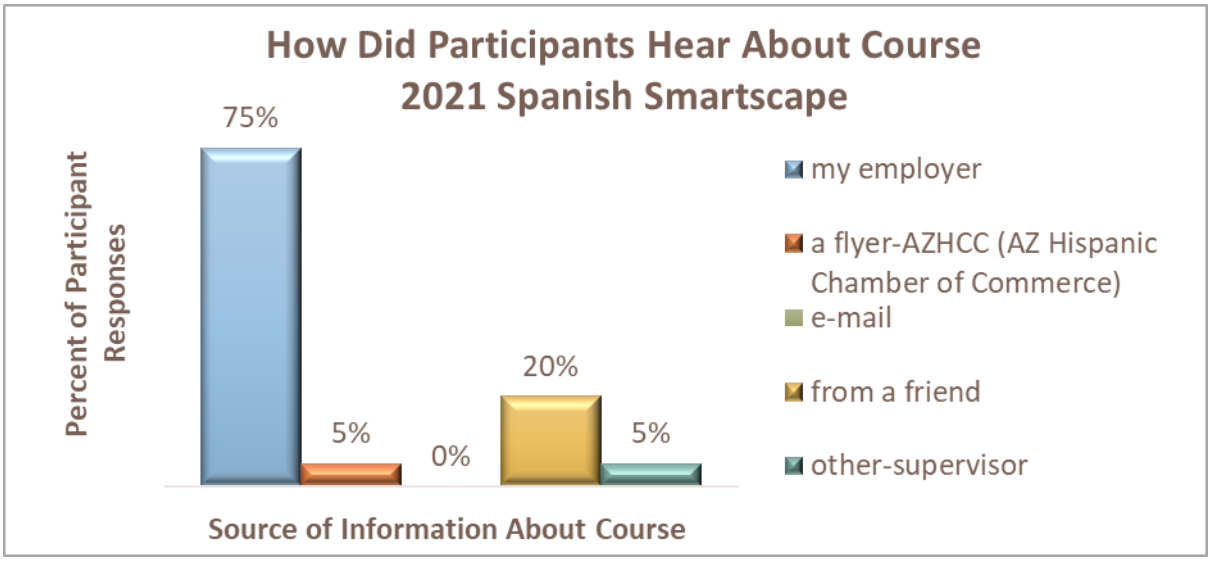
How the participants heard about the course





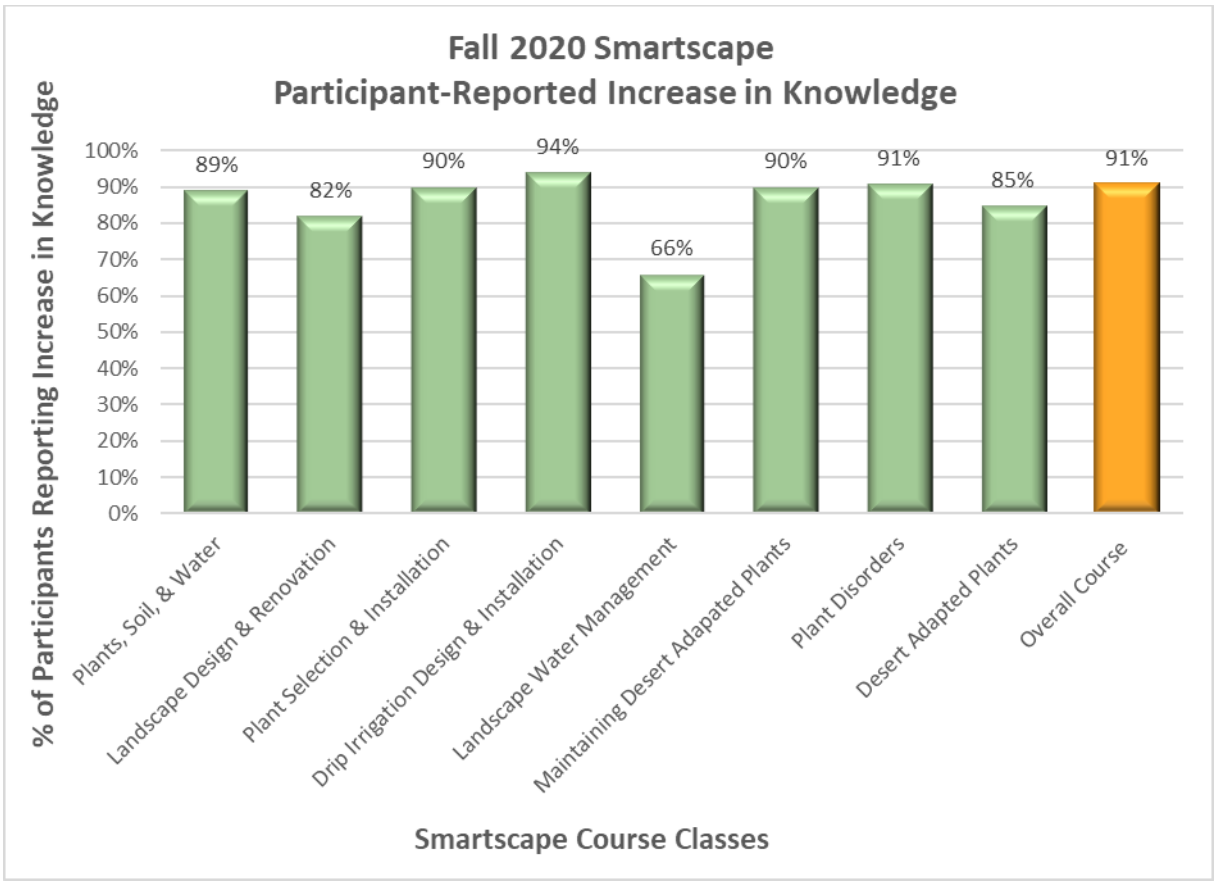
* from ALCA, other classes through UofAZ, Master Gardener, my dad, ACTC website, online research



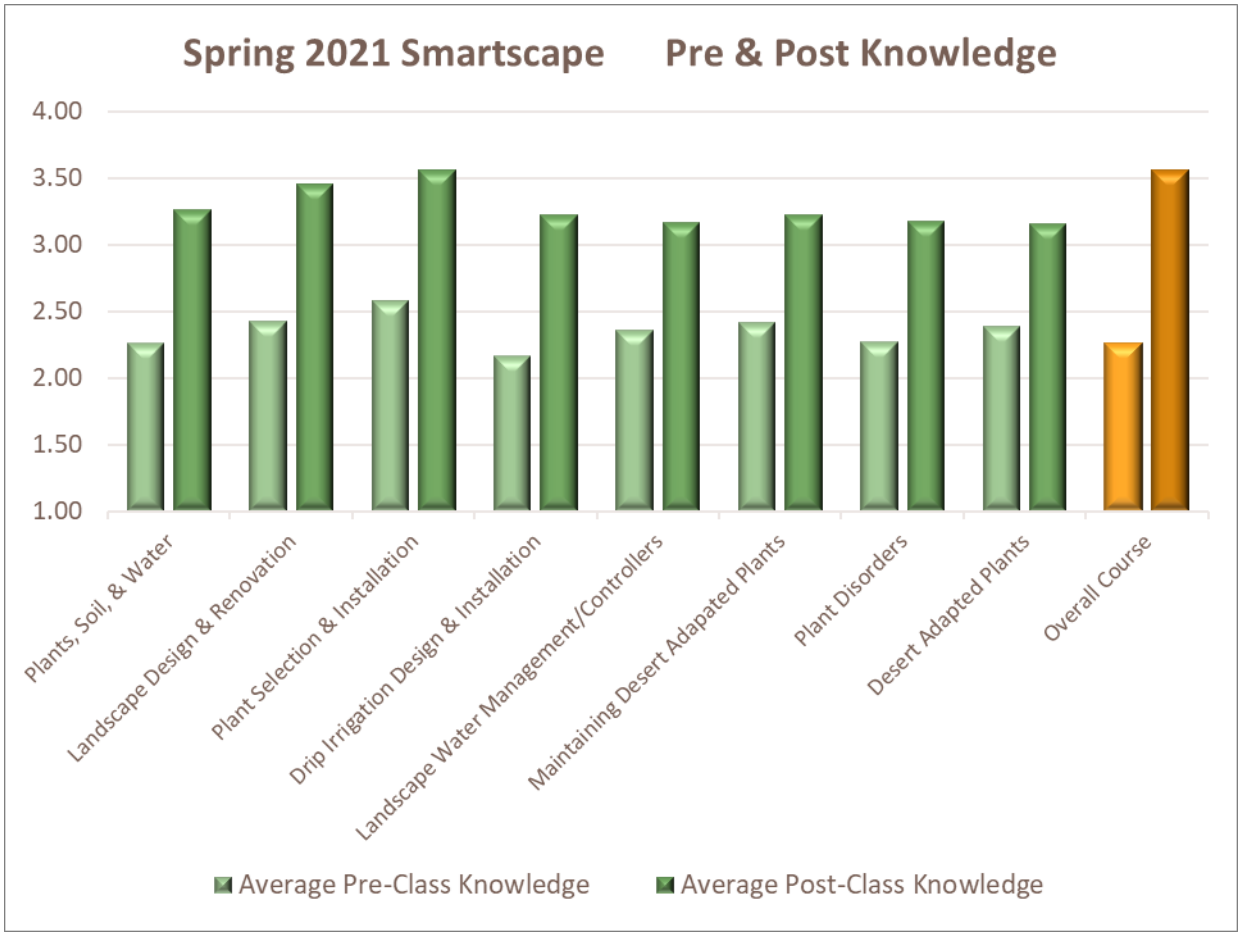


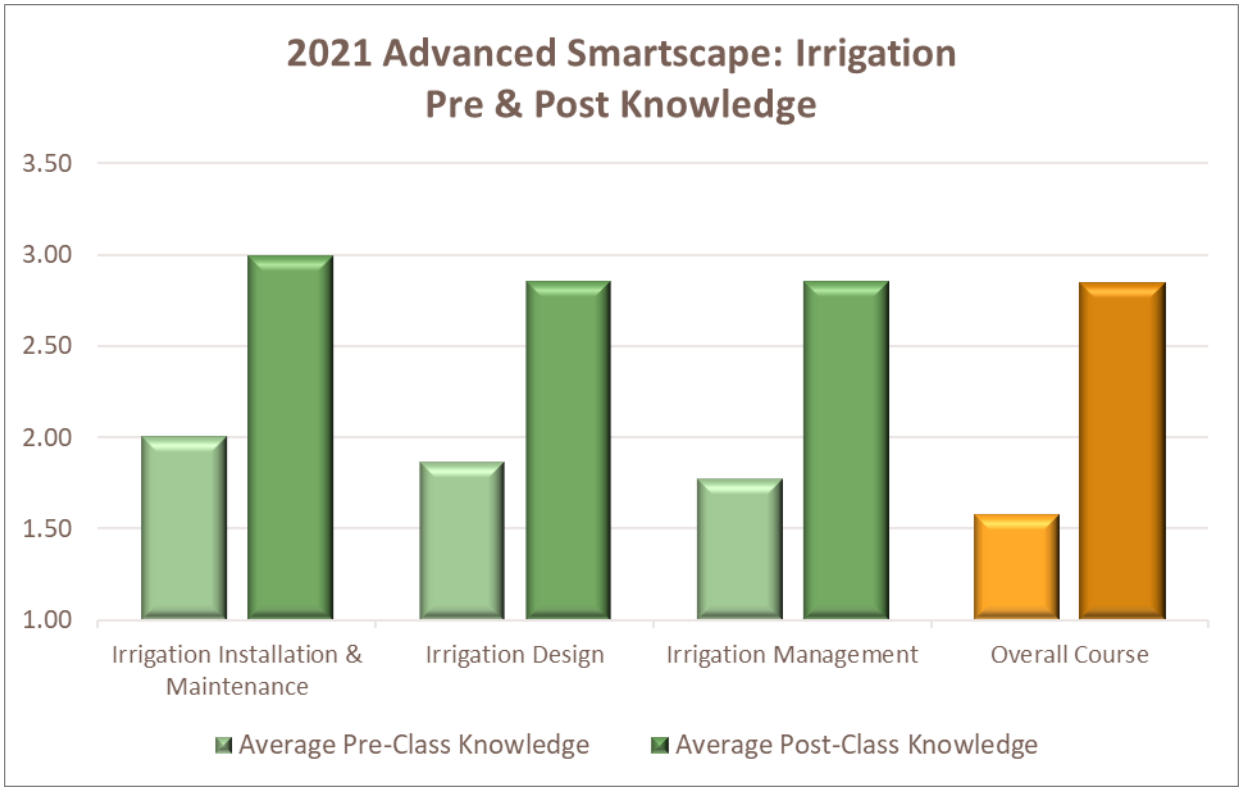
Evaluation Data

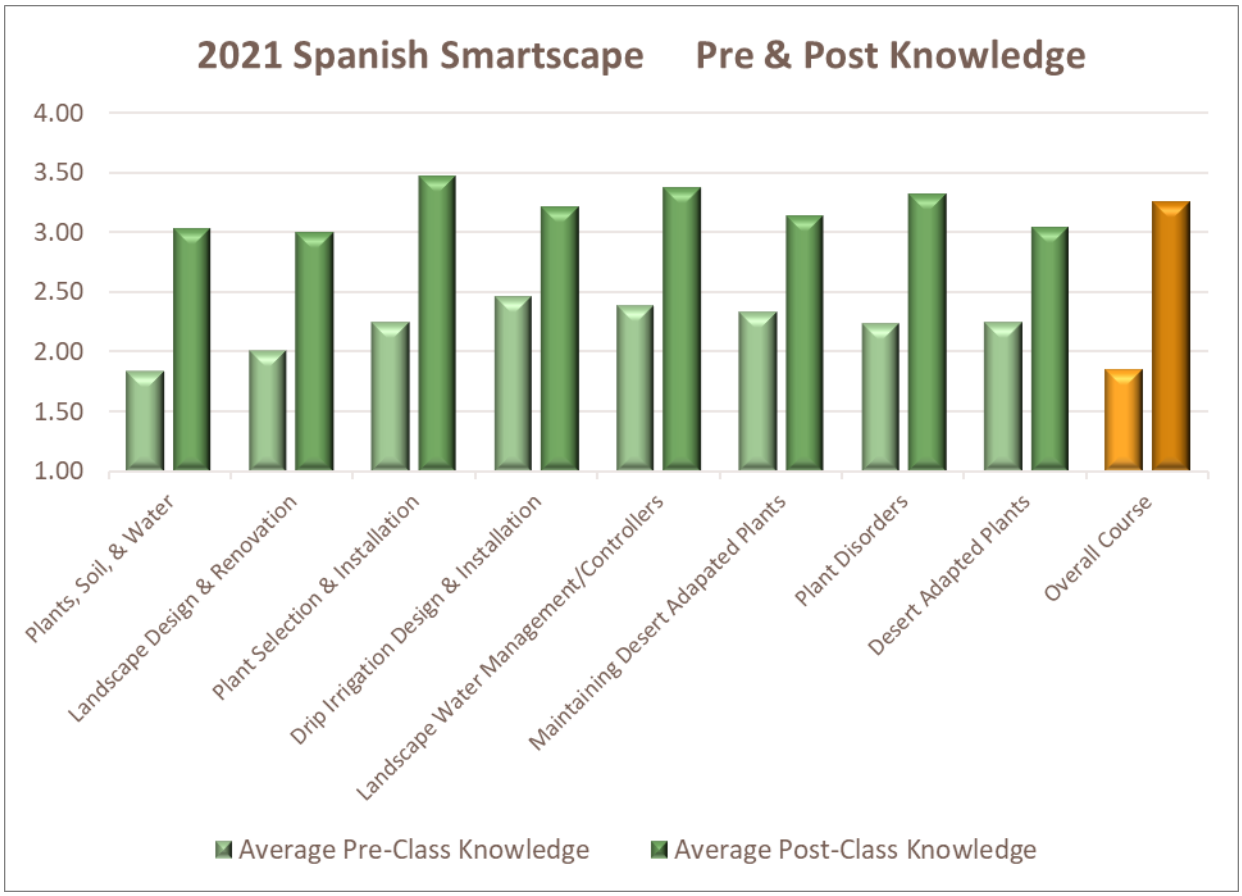
Participants Reporting Increased Knowledge (individual classes and overall course)



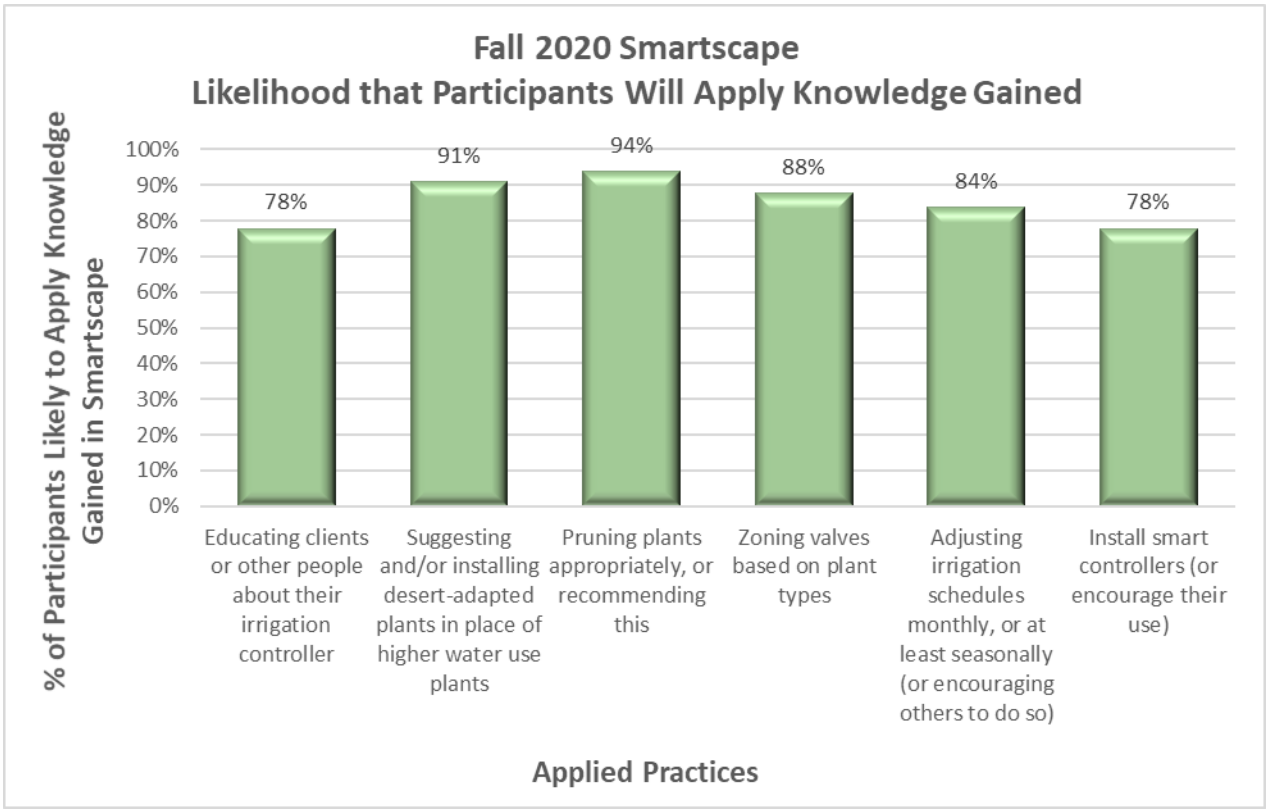
Participant-Reported Level of Knowledge Before and After Individual Classes and Overall Course

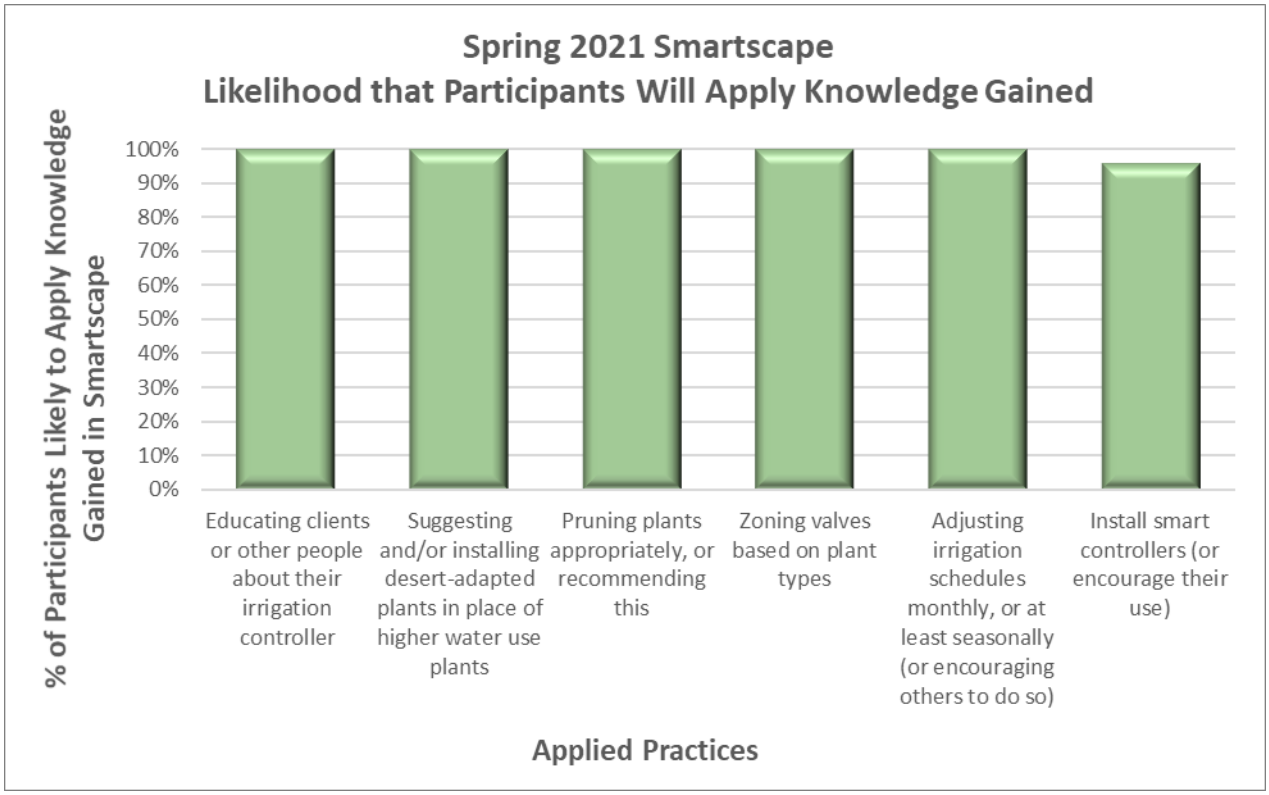


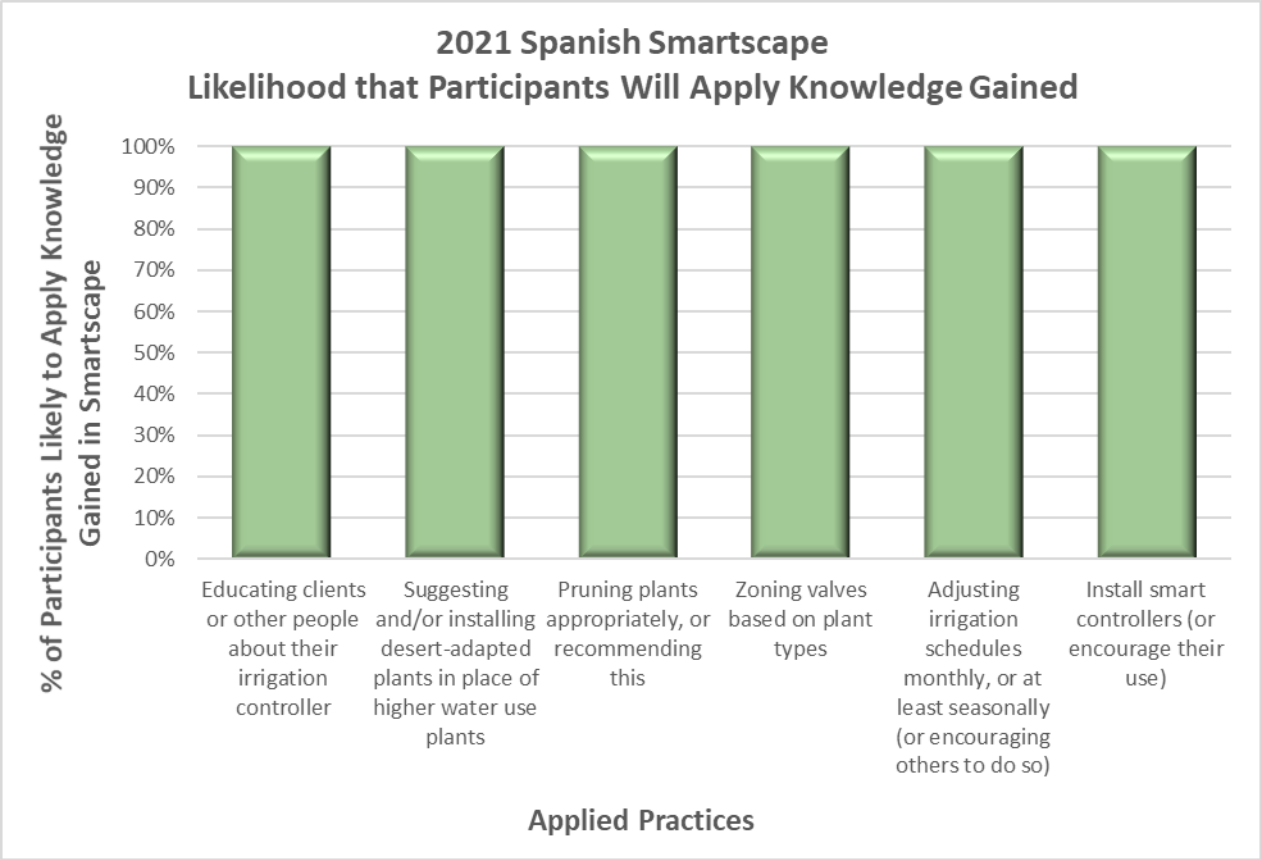



2021 Spanish Smartscape Pre & Post Knowledge
4.00
3.50
3.00
2.50
2.00
1.50
1.00
Plants, Soil, & Water
Landscape Design & Renovation
Plant Selection & Installation
Drip Irrigation Design & Installation
Landscape Water Management/Controllers
Maintaining Desert Adapated Plants
Plant Disorders
Desert Adapted Plants
Overall Course
Average Pre-Class Knowledge
Average Post-Class Knowledge

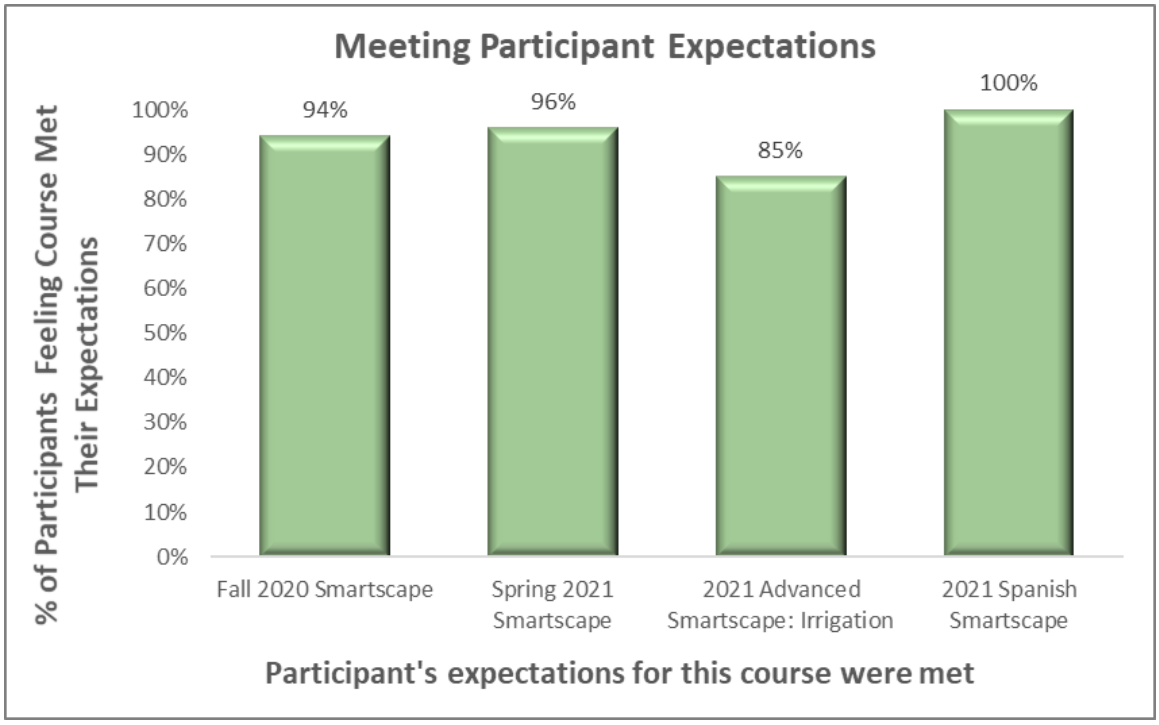
Likelihood of Participant Application of Knowledge/Skill Transfer Following Course



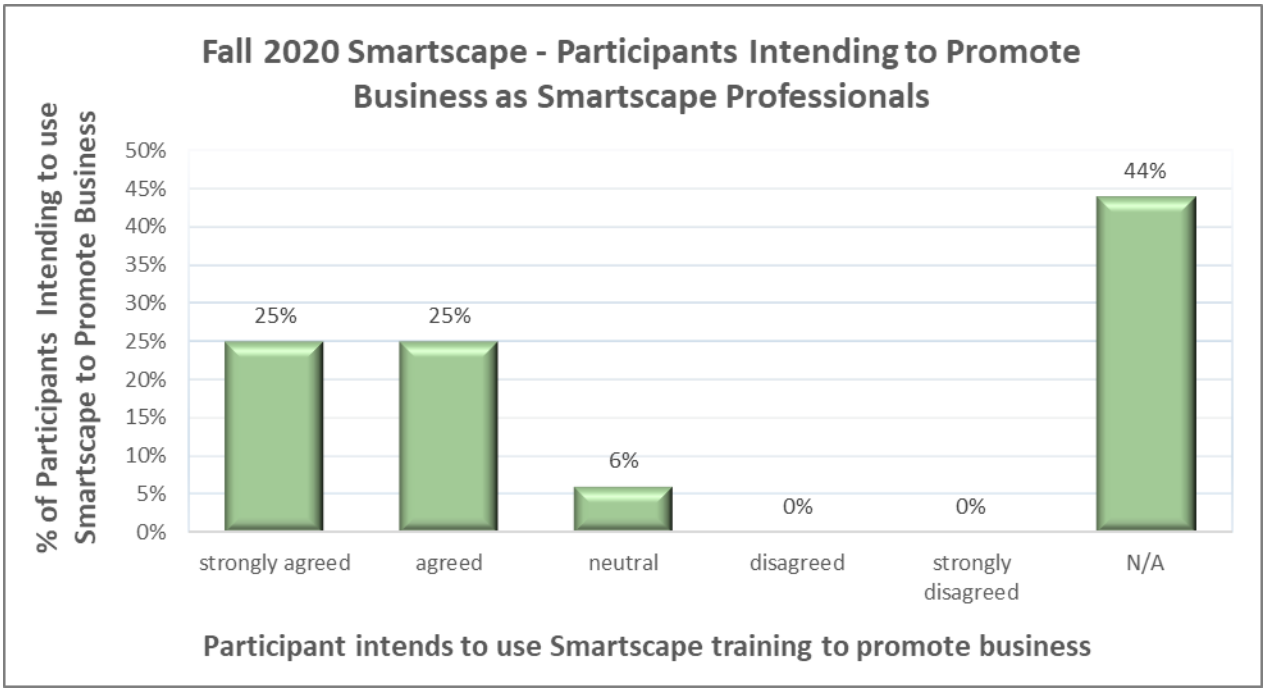


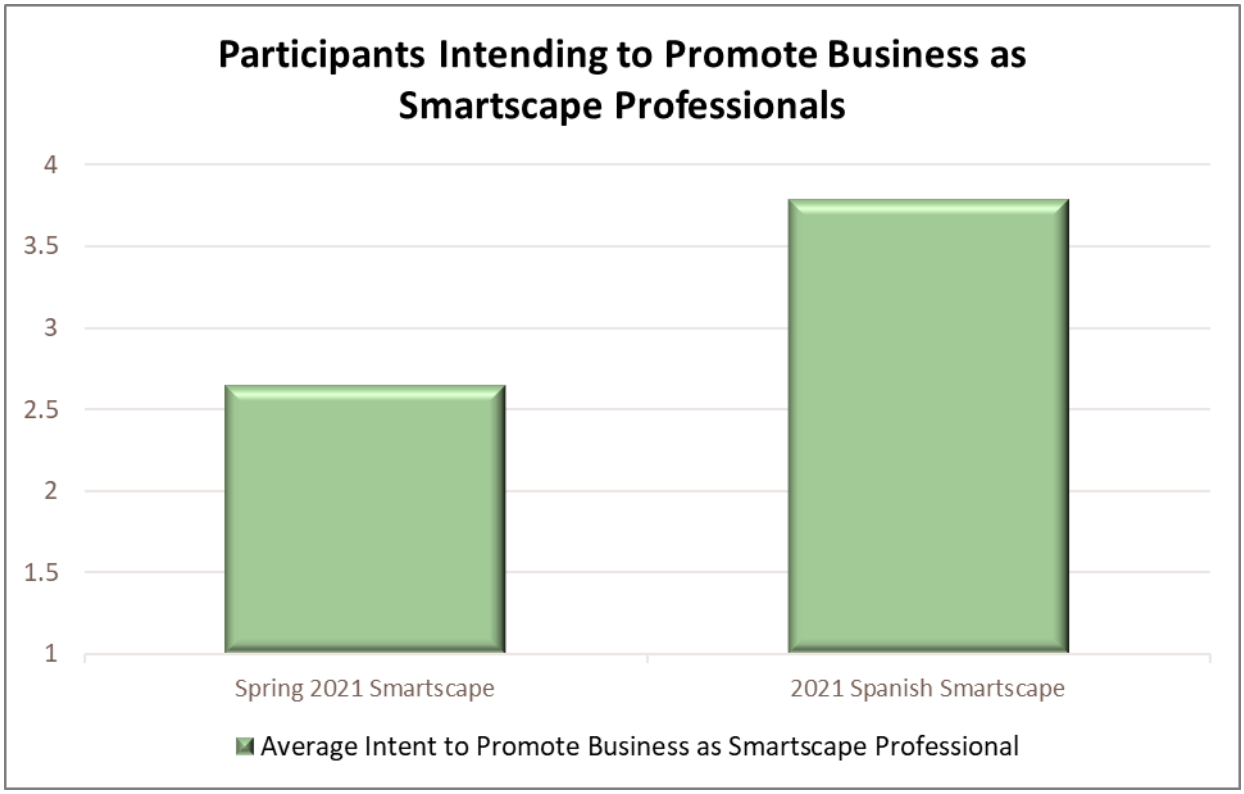


Overall Course Evaluation



Business Promotion: Participant intent to use Smartscape training to promote business





5. Innovations and Achievements

a. Curriculum Development and Changes

- The PowerPoint presentations for each class of all Smartscape courses were reformatted with our new branding, to create consistency within the courses as well as between the Maricopa and Pima programs
- Created presentations highlighting UA publications associated with topic of each class to run before class or through the break
- Developed a presentation spotlighting demonstration gardens in each Valley municipality to encourage students to utilize them as a learning resource for themselves and/or their clients
- Added several new materials to the Advanced Smartscape: Irrigation flash drive that participants receive (particularly a lot of rainwater harvesting information, since time is not available to cover this in the course)
- For the Fall 2020 Smartscape, Spring 2021 Smartscape, and 2021 Advanced Smartscape: Irrigation courses, classes and testing were adapted for online delivery to accommodate COVID-19 conditions
- Produced videos for Advanced Smartscape: Irrigation course, to cover what are normally hands on activities
- Adapted our Advanced Irrigation course to accommodate attendance by Pima County participants
- Created U of AZ online D2L courses enabling participants to access a wide range of resources, including color versions of the class presentations and numerous additional reference materials
- Adapted classroom procedures allowing the 2021 Spanish Smartscape course to run in-person
- Worked with Pima Smartscape to begin translation of the Smartscape Study Guide into Spanish

b. Hiring

- Recruited new instructors to replace those retired, for *Maintaining Desert Adapted Plants* and *Landscape Water Management & Irrigation Controllers* classes for the Smartscape course and the *Irrigation Management* class for the Advanced Smartscape: Irrigation course

c. Research and Evaluation

- In response to participant evaluation, worked with Pima Smartscape to make our presentations more engaging

6. Outreach and Commmunicaton

a. Program Promotion

- Course flyers
    - E-mails sent to Smartscape listserv (over 1000 past program participants) and businesses (landscape companies, wholesale nurseries, irrigation stores, rock yards, and soil labs – approximately 800)
    - City of Mesa sent emails to HOA and commercial property managers
    - Flyers distributed to businesses (wholesale nurseries, irrigation stores, rock yards, and equipment rental/sales businesses)

- Promotion by Smartscape supporters
    - AMWUA included Smartscape as a supporter of the 2020 SHADE conference
    - Smartscape courses are listed on AMWUA, ACTC (Arizona Community Tree Council) and City of Tempe websites, and in City of Mesa *Living Green* newsletters
    - Cross-promotion continued with other University of Arizona Cooperative Extension programs such as the Desert Turf Program and Master Gardeners
- Social media promotion included posts to the Smartscape Facebook page about upcoming classes and landscaping topics

b. Additional Outreach

- Delivered two presentations for the ACTC 2020 Annual Conference & Pest Management Workshop and one presentation for the 2021 Pest Management Workshop as opportunity to promote Smartscape programs
- Participated in the MAG Landscape and Irrigation Standards Working Group to update ROW Standards, helping to increase Smartscape awareness among members of municipal/organizational groups
- With Pima Smartscape, developed a Smartscape program poster for the Arizona Cooperative Extension Virtual Conference 2020